

The Four Cornerstones of Success

II. PERSONALITY.

By Joseph French Johnson, Dean of New York University School of Commerce; President of

Alexander Hamilton Institute; author of "Business and the Man." Copyright, 1818, by The Press Publishing Co. (The New York Evening World).

Y the personality of a man we mean those qualities which singly or B the personality of a man we mean those qualities which singly or in combination distinguish him as an individual. Every one of us fore he can possess confidence in his stronger will. Let him picture to carries a personality trade mark. No matter how much we try to hide or disguise it men of experience will always see it with a clearness that seems uncanny,

> Mere physical bulk is not essential to the possession upon vanity. Your truly self-confi- business and in all of life. Then of a strong personality. Moral and mental character- dent man may be very modest and he will find himself resolutely deistics are much more important. A young man need not claim little for himself. He is satis- termined to do the things that make worry about his stature. His success in business does not depend on that. He may develop a strong personality though he be only five feet tall. Let him remember that Napoleon was below medium height, and that Jay Gould, Russell Sage and E. H. Harriman were tends to be, unconsciously seeks to slender men. At the same time, a man to make the most of his personality must take the best possible care of So he poses, throws out his chest, he ought not to do them, and he his body.

> qualities or characteristics will help a young man to may be made to lift a man above the He is not controlled by impulse of

taught how to cook as a part of her tions. Business men care much less I could learn to love the sensible, education. Divorce and indigestion about letters of recommendation than is something that young men in busiare often in direct ratio, while the applicant for a job imagines. ness should take pains to cultivate, business men know the importance a man to fill any position, whether Can a man learn to love his wife with melancholia, crossness and desire for Let ten men answer an advertise- Self-control, self-confidence, cour- of courtesy in dealings with cusstrong drink come as a result of ment, all but one having excellent tesy, a mind eager to know and tomers, but they certainly have diffi- sponsibility, the impression made by poorly prepared and indigestible references. If the personality of the understand and a resolute but well culty in finding employees equally the applicant's personality is very tenth man is the most attractive, the disciplined will play an important wise. Many a retail business man important. It may be a good one That last paragraph particularly chances are that he will get the job, part in the building of a strong per- has been wrecked by the brusque, and lead to further inquiry, or it pertains to our friend, the Bronz with the condition, perhaps, that sonality. bachelor. But I do not believe he is upon investigation his statements By self-control we mean simply the insolent attitude of clerks.

he loves is VERY beautiful, he men- able to understand her husband, read worry enter. Worry and excitement will be cultivating self-confidence, efficient, that his opinions and sug-

ability to overcome them.

Self-confidence is not conceit. Con- sessing that stronger will and the ceit rests not upon knowledge but advantages it will bring to him in fied to show his power by doing for strength and to shun the things things. He has no fear at all of be- that make for weakness. And his ing underestimated. But the con- character and his personality will celted man, knowing in his heart strengthen. He need not worry that he is really not what he pre- about his chin. make himself seem very important, things he wants to do if he knows

Let a young man cultivate cheer- consideration. It would be imposmachine do just what we would have fulness, good manners, easy but cor- sible to describe the many ways in it do and nothing else. Let the will rect speech, cleanliness and a good which personality is helpful to a man know that temptations to excessive personal appearance, without aiming in business. If you say that a man indulgence in any kind of pleasure at toppery or succumbing to conceit, has a strong personality, it is the must be promptly denied. In danger, and he will certainly achieve a very same as saying that he has strength in critical emergencies do not let sonality, and at the same time he tions he will be forceful, energetic you do not think clearly your ma- be mistaken for a mollycoddle; if he Some men actually like doll-baby chine will in time be ditched. Surely always has in mind the comfort of

himself the joy he will find in pos

A man of will does not do the does promptly things he dislikes to

When business men are looking for plicant to be turned away withou

WITH THE INVENTORS. For the comfort of traffic policeme

To save its user's knuckles when

I have worked out a number of solutions for the bill question, although I spent years in finally perfecting a process that would be successful. One of the first ideas I had was to gather them up loosely under my arm and then walk down the street, letting them drop in sort of a careless, wistful manner. However, this never worked out, as large numbers of people would insist upon picking up the bills I dropped and run after me, crying out in loud, insistent tones that I had lost something valuable and begging me to please take them and be more careful in the

cuture. I also thought once of paving the bills I received and getting rid of them in that manner, but I discovered that when I spoke of this my friends told me I was crazy. Even those I paid looked at me in a curious manher; so in order not to seem peculiar I ceased this absurd practice and cast about for other methods. Finally, I perfected a few methods, one of the most successful working out as

When I get bills I put them in my left-hand trousers pocket one after another, and then by twos and threes and tens, as they flow into me on the 1st and 15th of each month and the other dates between. When after a short while this pocket is full of bills I send the suit to the cleaners. In a few days it comes back to me, fresh and lovely and totally innocent of any annoying suggestion of unpaid indebtedness, and I put it on again and repeat the process indefinitelywell, at least, almost indefinitely,

Another good way of disposing of bills is to allow them to accumulate in your mail box and then when it won't hold any more move away.

In this way you can continue until any one of three things happens: You run out of apartments to move into, you run out of movers or you are run into

The latter solution is much more probable and is a consummation devoutly to be wished. How much better it is than paying bills! Once lodged comfortthe worries and vexations of bills. Your rent is free, your meals cost you nothing and your clothing is furnished you gratis.

ALFALFA SMITH.

Just another thought-

the summer children go barefooted during have enough to eat and the hands striking-we know they We seldom hear of farm

The thought haunts him.

what they want. "the missus" and the kiddles realizes he cannot give and with his thinking be-Father begins to think

and the pocketbook is growshoes or need more food when the children need Now, a time comes

missus" and the kiddles. on for the sake of "the willing to work on-strive everything and so he is wants the children to have provides for the family. He father is the mainstay. He and they come to realize that The children are educated

never can-and so he tolls on he would like to be-but self and he sees in them what are a pocket edition of hima real part of him. They because his children are I say he is a kind father

"the missus" and the kiddles. when he shall come home to looks forward to the time All day long be tolls and

thoughtful, indulgent father. laboring man a very kind, You will find the so-called

for what do men strike? It would be better to ask, Do you know why men strike?

A the word STRIKE! something terrifying about (The New York Evening World.) Copyright, 1919, by The Press Publishing Co.

GOING UP

ture, sophisticated age I am just as much at sea about choosing a wife and just as afraid I shall select the wrong type of wife as I was at twenty-one. "I am on the verge of proposing the life of me decide which one I while the man who marries a woman ought to ask to be my wife. It's a of tastes similar to his, who is cacase of being desperately in love with publs, sensible and possesses at least one girl and knowing that the other some of the qualities he expects a would probably make a better wife wife to have, will find the lesson of

By Fay Stevenson

BRONX BACHELOR writes: "I have remained single until forty-five

because I have always been afraid I would wed the wrong girl, but

now that I am reaching middle life and my hair is getting scanty

my figure portly I realize that if I ever wish to have a home and wife

I must make the great leap at once. But, strange to say, even at my ma-

for a man in my circumstances.

miration to start on?"

love not at all difficult. "The girl I love is very beautiful, "The Choosing of a Wife" was the but she knows nothing at all about text of a sermon preached last spring practical side of life. Despite my by the Rev. John Roach Straton at age I am not a wealthy man, and I Calvary Baptist Church. After sayam very doubtful whether love in a ing that life is composed of only two cottage would bring either of us elements-woman and religion-Dr. happiness. In fact, I simply can't Straton gave this advice to young

picture this bewitching beauty in a men: gingham apron toiling over a lot of "In choosing a wife, the wise man of to-day will choose a comrade, and

"The other girl is a plain, sensible not a consort. girl and I hold her in the greatest re- "Man should choose a character spect and admiration. She is a and not a complexion. He may while thoroughly capable, domestic woman, away idle moments with the fast and and as far as making a good home flippant woman; he may giggle with is concerned she would make an ideal her, dance with her, drink with her wife. But while I'm eating the dain- and fondle her, but when he marries ties she cooks so well I find myself he must look in another direction. He not thinking of her but of the little will want a wo. an who prefers a beauty who doesn't even know how baby to a pug dog.

"Every young woman ought to be "What I am wondering is, whether practical girl and forget the beauty? only a foundation of respect and ad-A great many men marry women

when their better sense warns them against such a marriage. They sometimes feel that although a woman will never be able to make them really in love with the beautiful girl about himself are confirmed. happy or to hold their love they are be describes. He is merely fascinated Hence personality of the right kind so very much in love at the minute by her physical attractions. His that they are not willing to awake appreciation of the qualities of the practical, vital things of life, no from their love dreams. They would plain but capable girl plain! show matter how beautiful she may be, rather go blindly on, spend a few there is a deep-rooted admiration for A woman may have the most enhappy weeks of blissful honeymoon her real wort. Outside of mention- chanting eyes or the dearest little do not let yourself get excited, and desirable and valuable form of per- of character, that in certain postand then awaken to the awful truth- ing the fact that the girl he fancies rosebud of a mouth, but she must be But the man who marries a woman tions no chier favorable qualities, his thoughts and make a good home are enemies of clear thinking, and if will and self-control. He will never gestions will receive respect. when he knows she is not practical, g.pposin; that beauty should fade- to hold his love.

not a good housekeeper, not eso- what then? nomical, not the mother type of woman and persesses no tastes con- not what count in the long run of pects a doll-baby wife to keep house, seeks to get control of his own ma- too suave or too politic. A drop of which there is a seat and an umrenial to his own, is merely playing matrimony. Man does not expect to bake pies or push a perambulator, chine cannot fail to acquire person- honey sometimes is all right, but a brella, which also serves as a sun with date. No matter how much he live upon kisses and soft words, ra- He should remember such wives are ality and to increase the value of his bucketful is sickening. fencies he loves that woman, he can- golle eyes or wavy ringlets. It luxuries, not necessities. not expect to change her character- would be much easier to learn to leve After waiting until forty-five to istics or make her take his view- a sensible woman. Few men are con- wed, what a tragedy it would be for sentials to business success. The born with a small and retreating point. If he persists in marrying tent to live happily with a wife who a bachelor to select a wife who man who possesses it in a high de-chin, he will probably be told before

get a position, and will help him to rise to higher posi- crowd, and so give him personality, the desires of the senses but by in

a missit wife he is simply in- is wold of common sense about the couldn't even boil an eggi

power to make the entire human The bubbles and froth of life are wives. But wee to the man who ex- a young man who conscientiously the other fellow, he will never be services as a business man,

gree has a personality which drives he is twenty years old that nature hipged handle

everything before it. Self-confidence | has given him a weak will. Yet & 's based on knowledge. Hence young | weak-willed, vaciliating man, if he pusiness men seeking to strengthen is handled right and is wise enough heir personality should devote a to handle himself right, can become good part of their time to the study a strong, forceful, dominating charof business principles and practices. acter before he is forty. A man must know the difficulties ly- | Let him convince himself that his

and is found out. Of all the single qualities which do if he knows he ought to do them. courtesy would appear to be the one telligence and desire pulling together easiest to cultivate. All intelligent unobliging, critical and sometimes may be a bad one and cause the ap-

To cultivate the will means to cul- mounted above the latter. Self-confidence is one of the es- tivate the whole man. If a man is